

Table 14a

Strategic importance of forming alliances, partnerships, or joint ventures, by selected company characteristics and innovation status:**2001**

(Frequency)

Characteristic	Total	Importance			Nonresponse
		No or little	Moderate	Great	
All companies.....	72,400	18,100	32,900	21,000	400
IT.....	9,700	1,400	3,800	4,400	S
Manufacturing.....	3,000	700	1,100	1,200	S
Communication.....	1,600	200	600	700	S
Computer related services.....	5,100	500	2,100	2,500	S
Non-IT.....	62,700	16,700	29,100	16,600	S
Manufacturing.....	39,300	10,200	19,000	10,000	0
Transportation & public utilities.....	8,500	2,200	4,100	2,100	S
Finance, insurance & real estate.....	11,900	4,000	4,700	3,200	S
Engineering & AAB services.....	2,900	400	1,300	1,200	S
By revenue size					
\$2.5M to \$4.9M.....	26,500	7,300	12,200	6,900	S
\$5M to \$9.9M.....	17,800	4,300	7,100	6,300	S
\$10M to \$24.9M.....	16,100	4,000	7,700	4,400	S
\$25M to \$50M.....	6,000	1,100	3,100	1,800	S
Above \$50M.....	5,900	1,400	2,800	1,700	S
Innovators ¹	34,400	6,400	16,700	11,000	S
IT.....	7,000	800	2,700	3,400	S
Manufacturing.....	1,500	300	500	700	S
Communication.....	1,200	S	500	600	S
Computer related services.....	4,300	400	1,700	2,100	S
Non-IT.....	27,400	5,600	14,000	7,600	S
Manufacturing.....	15,300	S	8,500	3,900	0
Transportation & public utilities.....	3,700	700	1,900	1,000	S
Finance, insurance & real estate.....	6,900	2,000	2,800	2,000	S
Engineering & AAB services.....	1,500	S	700	700	S
By revenue size					
\$2.5M to \$4.9M.....	11,400	2,000	6,100	3,100	S
\$5M to \$9.9M.....	8,100	1,800	2,900	3,500	S
\$10M to \$24.9M.....	7,700	1,300	4,100	2,200	S
\$25M to \$50M.....	3,500	S	1,700	1,100	0
Above \$50M.....	3,700	S	1,900	1,100	0
Noninnovators ¹	37,000	11,200	16,100	9,600	S
IT.....	2,600	600	1,100	1,000	S
Manufacturing.....	1,500	400	600	500	S
Communication.....	400	S	200	100	S
Computer related services.....	800	S	300	300	S
Non-IT.....	34,300	10,700	15,000	8,600	S
Manufacturing.....	23,500	7,200	10,500	5,800	0
Transportation & public utilities.....	4,600	1,400	2,100	1,000	S
Finance, insurance & real estate.....	4,800	1,800	1,800	1,200	0
Engineering & AAB services.....	1,400	200	600	500	S
By revenue size					
\$2.5M to \$4.9M.....	14,400	5,000	6,000	3,400	S
\$5M to \$9.9M.....	9,500	2,500	4,200	2,800	S
\$10M to \$24.9M.....	8,400	2,600	3,600	2,200	0
\$25M to \$50M.....	2,500	S	1,400	S	S
Above \$50M.....	2,200	S	S	S	S

¹ Breakdowns by innovation exclude 32 cases, representing 1,100 companies, in which innovator status could not be determined. To be classified as an innovator, the company had to indicate that it had developed a product or process in the past 12 months or believed it would develop a product or process in the next 12 months as a result of IT-based innovation. The survey was conducted during the period July 2001–April 2002.

KEY: IT=information technology; AAB=accounting, auditing, bookkeeping; S=suppressed for reasons of reliability due to receiving less than 20 responses

NOTES: Responses are to question 4d: "On a scale of 1 to 10, where 1 is not at all important and 10 is extremely important, how important is forming alliances, partnerships, or joint ventures for your company's growth strategy?" The category "No or little importance" represents a response of 1, 2, or 3 to this question. The category "Moderate importance" represents a response of 4, 5, 6, or 7 to this question. The category "Great importance" represents a response of 8, 9, or 10 to this question. Total nonresponse consists of item nonresponse and don't know responses.

IT is defined as the hardware and software that support the production or use of computer-based information systems, the infrastructure necessary to access such information systems, or data processing services. Companies are classified as IT or Non-IT based on their 4-digit SIC number. IT Manufacturing includes companies with SICs of 3571-3579, 3651, 3661-3679, 3695, 3823-3826. IT Communication includes companies with SICs of 4812-4822, 4832, 4833, 4841-4899. IT Computer related services includes companies with SICs of 7371-7379. Non-IT Manufacturing includes companies with SICs of 2011-3569, 3581-3648, 3652, 3691-3694, 3699-3822, 3827-3999. Non-IT Transportation & public utilities includes companies with SICs of 4011-4231, 4412-4789, 4911-4971. Non-IT Finance, insurance & real estate includes companies with SICs of 6011-6036, 6081-6153, 6159, 6162-6799. Non-IT Engineering & AAB services includes companies with SICs of 8711, 8721.

SOURCE: National Science Foundation, 2001 Information Technology Innovation Survey.